

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

April 3, 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

MAY CTS: CAMEL BUY 4 PACKS GET 1 PACK FREE / PROMOTION #800332

Dear «GREETING»:

CAMEL B4G1F 'PRE-SLEEVED' product (6M) has been ordered, along with «SLVSKUS» Display Sleeve Kits, Item #541400, and «SKUS» P.O.S. Kits, Item #541430 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

«PO»

CAMEL B4G1F BRAND STYLEs	UPC Code	#/ (6M) Cases
<i>Filter Box</i>	12300-23595	«STYLE1»
<i>Light Box</i>	12300-23596	«STYLE1»

Displays (Item #541400)

SKU CUBE: 1.8220
SKU WT (w/o Product): 4.7950 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 16 Full Price Cartons

Product / Display Arrival: April 21, 1998

Ship Date to Retail: Week of: May 4, 1998

EFT \$ Amount: \$«EFT»

51861 1118

B4G1F CTS
«ACCOUNT»

Promotion Description:

Camel Display kit includes 40 assembled sleeves ready for loading.

Sleeves do not need to be removed from Kit.

Place one B4G1F 'pre-sleeved' offer into each Camel style-specific sleeve and ship loaded display to retailer.

Display Load:

Twenty 5-Pack Camel Filter Box offers

Twenty 5-Pack Camel Light Box offers

***SHIP ONE P.O.S. KIT (ITEM #541430) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'***

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$5.60 per each **promoted 6M** case for all product packed and shipped to retail on a timely basis. This equates to **\$«PYMT» («CASES» (6M) case(s) @ \$5.60)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «CC»

L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.